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Brazil: Shell to explore solar energy

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The Brazilian subsidiary of Shell has begun to develop the solar energy market setting up a nationwide chain to distribute equipment imported from Germany. The focus will be consumers not met by the power distribution companies, but also win customers in urban areas. The move is part of the strategy of Shell Solar, that is investing US\$500mil in alternative energy projects. The Brazilian solar energy market is estimated at only R\$10mil but has potential to reach R\$1bil within 5 years

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